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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

JUN 27 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of

Review of the Commission's Regulations Governing Television Broadcasting)	MM Docket No. 91-221
)	
Television Satellite Stations)	MM Docket No. 87-7
Review of Policy and Rules)	
)	
Review of the Commission's Regulations Governing Attribution of Broadcast and Cable/MDS Interests)	MM Docket No. 94-150
)	
Review of the Commission's Regulations and Policies Affecting Investment in the Broadcast Industry)	MM Docket No. 92-51
)	
Reexamination of the Commission's Cross-Interest Policy)	MM Docket No. 87-154
)	

To: The Commission

Response to Public Notice

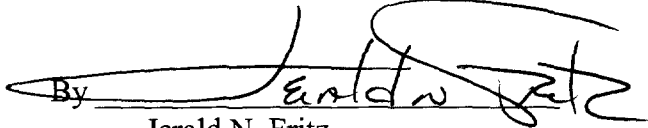
Pursuant to the request of the Commission in its Public Notice, DA 97-1246, released June 17, 1997, the undersigned parties to a local marketing agreement hereby submit the attached information to supplement the record in the above-captioned proceedings.

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List A-B-C-D-E

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Respectfully Submitted,

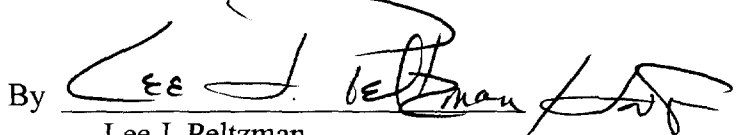
ALLBRITTON JACKSONVILLE, INC.

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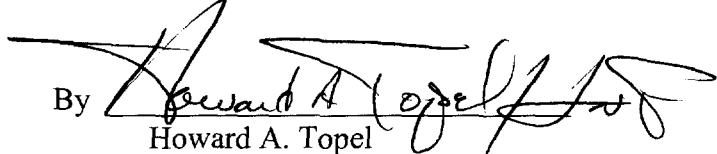
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By 

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Dated: June 27, 1997

Market: Jacksonville, FL**DMA:54**

	<u>Call Sign</u>	<u>Channel</u>	<u>Network Affiliation</u>	<u>Licensed Community</u>	<u>Licensee</u>	<u>Overlap</u>			<u>Audience Share</u>		
						<u>City Grade</u>	<u>Grade A</u>	<u>Grade B</u>	<u>11/96</u>	<u>2/97</u>	<u>5/97</u>
Brokered Station:	WBSG-TV*	21	ABC	Brunswick, GA	WBSG-TV, L.P.	0%	0%	13%	3	1	4
Brokering Station:	WJXX*	25	ABC	Orange Park, FL	WPR, L.P.	0%	0%	13%	NA	----	4

LMA Specifics:		<u>Execution Date</u>	<u>Initial Term</u>	<u>Initial Term Start Date</u>	<u>Initial Term End Date</u>	<u>Renewal Provision/Terms</u>	<u>% Time Brokered</u>
	WBSG	8/2/96	10 years	9/1/96	9/1/06	Subject to Negotiation	100%
	WJXX	2/12/97	10 years	2/12/97	2/12/07	Subject to Negotiation	100%

Benefits: These enhanced "Coverage LMAs" will permit two UHF stations to provide ABC Network service to geographically disparate communities in a large DMA by maintaining a combined production studio presence that delivers simulcasted programming to Jacksonville and Orange Park, Florida and Brunswick, Georgia and greatly supplements production facilities in Brunswick. The LMAs extend the reach of the ABC Service to previously under-served areas, by definition enhancing diversity. Prior to entering into the LMA, WBSG was failing financially. Today, it is becoming a profitable operation. WJXX is a new station added to the market as a direct result of being able to enter into a LMA. Moreover, the former ABC affiliate has added an additional network service to the market as the new WB Network affiliate which had no outlet in the market prior to the LMA, again, by definition increasing diversity.

The combined stations provide improved off-air coverage of the ABC television network throughout the market, thereby increasing access to ABC's news, informational and children's programming. Also, as a direct result of the LMAs, the news programming on WBSG is scheduled to increase dramatically by **380%** (from 5 hours per week to 24)! Significant investment has been made to put WJXX on the air and improve the signal of WBSG. These improvements will include an all new, under construction digital multimillion dollar studio/office complex, new DTV compatible tower, new transmitter, new antenna, new satellite news gathering truck and two new ENG trucks. The market is exceptionally competitive with 7 commercial TV competitors, including Post Newsweek and Gannett-owned stations on the VHF band.

* WBSG and WJXX are both currently programmed by Allbritton Jacksonville, Inc. pursuant to two separate LMAs. Allbritton, however, has exercised its option to acquire WJXX and awaits FCC approval.